

Diamond Head



A visitor to Diamond Head State Monument takes in the view of Waikiki after reaching the summit, Feb. 17. The hike offers some of the best views of Oahu, once visitors reach the top. To get there they must climb several sets of stairs, go through a tunnel and make their way along a steep rocky path.

Story and Photos By Cpl. Megan L. Stiner
Combat Correspondent

Originally named Laeahi, meaning "brow of the tuna," Diamond Head, located at the end of Waikiki, on the south-east coast, is now recognized as the most famous volcano crater in the world.

From a distance, British soldiers mistook the glimmering calcite crystals in the lava rock for diamonds and renamed the historic landmark.

The history of the crater includes its former use as a military defense fort, Fort Ruger, complete with an observation deck, a four-level underground complex, and a 580-foot tunnel.

Currently, the crater, which is 3,520 feet in diameter, serves as a popular hiking trail and scenic venture point. The one-mile trail takes visitors up the side of Diamond Head, through a 225-foot tunnel and out onto the old observation point where they are treated to views of the entire west side of Oahu, from Waikiki to Koko Head.

When preparing to venture up the crater, visitors may want to pack a few essential items in order to make the trip more comfortable and worthwhile. Walking or hiking shoes, water, a flashlight, sunscreen, binoculars, and a camera are some of the recommended items to bring along.

Hikers must be prepared to climb more than 150 steep stairs before reaching the summit. A rail beside the stairs helps provide stability along the way, but the climb can still be weary. "I am in pretty good shape," said Cpl. Nicholas J. Blanchard, administration clerk, Installation Personnel Administration

Center, "but those stairs really wore me out. They were rough. Yikes!"

According to the Richmond, Va. native, he has hiked a lot of trails in his life, but this was the most diverse trail that he has ever been on.

"There is so much to it," he said. "The trail goes from cement to dirt, up hills, through tunnels, up a winding staircase, and then out on top of the crater, for an amazing view."

Some of the nature you might experience along the trail includes mice, Brazilian red-topped cardinals, exotic flowers, and a few native trees.

According to the Department of Land and Natural Resources Division of State Parks, most of the wildlife found on Diamond Head was introduced to Hawaii in the 1800s. Dominant plants such as the kiawe and koa haole were originally brought in as cattle feed and took well to the hot, dry climate. Doves and sparrows are also among the animals that were introduced over the years and are still around today.

"At times it was difficult to notice all the plants and animals, because I was concentrating on my footing," said 26-year-old Blanchard. "But once I stopped and took in the views along the way, I was taken aback by everything there was to see."

The park is open from 6 a.m. until 6 p.m., year-round. Admission is \$1 to walk in and \$5 to drive a vehicle into the park area. A certificate of completion is available for purchase to those who make it to the top of the crater.

For more information, contact the Department of Land and Natural Resources Division of State Parks at 587-0300.



Left: Cpl. Nicholas Blanchard, administration clerk, Installation Personnel Administration Center, here, takes in one of the many views of the island, while hiking up Diamond Head crater, Feb. 17.



Hikers climb up a set of winding stairs while making their way to the top of Diamond Head crater. The hike includes a winding trail, two sets of cement stairs, a tunnel, a winding staircase, and a lookout tower at the summit.



Above: Signs provide hikers with a clear knowledge of the path on Diamond Head State Monument's hiking trail. It is important for hikers to follow the designated path in order to prevent erosion and plant damage while keeping hikers safe from falling rocks and unstable areas.

MARINE MAKEPONO

HAWAIIAN FOR “MARINE
BARGAINS”

Garage Sale

Moving sale today, from 6 a.m. to 9 p.m., Saturday and Sunday from 6 a.m. to noon. Washer, dryer, baby crib, slide and swing set, PC computer and desk. 6273 B Kaawa Street.

Furniture

Leather chair \$500. Maple veneer and Asian hardwood, seven-piece dining table, \$500. Air hockey table, \$50. Sofa and chair, \$300.Call 721-7721.

Custom wrought iron bedroom set with queen size canopy bed, room divider and chair, \$1,100. Call 664-3830.

Three-piece sectional with built in recliner and hideaway bed, \$400. Antique 7-Up metal cooler, \$100. Call 254-0864.

Game cube system with two controls, \$75. Basketball rim, no backboard, \$10. Ladies golf clubs, \$40. Call 262-8789

Whirlpool washer, \$180. Whirlpool dryer, \$150. Call 772-9886.

Little Tike's race car bed, \$180. Twin bunk beds, \$200. Call 254-9430.

Free standing patio umbrella, \$30. Rattan patio table with four chairs, \$30. Will deliver on pets. Call 254-5053

Pets

Free female dog, Lab, Shepard Ridgeback mix, house broken and good with children. Call 772-9886.

Ads are accepted from active duty and retired military personnel, their family members and MCB Hawaii civil service employees.

*Ads are free, but should consist of no more than 20 words. Ads will appear in two issues of the **Hawaii Marine**, on a space available basis. Those interested in advertising must bring a valid DoD-issued ID to the Hawaii Marine office.*

*The deadline for submitting ads to the **Hawaii Marine** is 4 p.m. the Friday of the week prior to publication.*

Makepono may be used only for noncommercial classified ads containing items of personal property.

Forms may be filled out Monday through Friday between 7:30 a.m. and 4:30 p.m. at the MCB Hawaii Public Affairs Office, located in Building 216 aboard Kaneohe Bay.

Ads are run on a first-come, first-served basis.

*To renew an ad or for more information, call the **Hawaii Marine** office at 257-8837 or 257-8835.*

ON THE MENU

AT ANDERSON HALL



Today

Lunch
Seafood Platter
Fried Fish Nuggets
Fried Shrimp
Fried Scallops
Breaded Oysters
Lasagna
Baked Ravioli
Macaroni and Cheese
Simmered Asparagus
Italian Mixed Vegetables
Chevy Nut bars
Yellow Cake Layer
W/Butter Cream Frosting
Assorted Fruit Pies

Dinner

Roast Pork Loin
Barbequed Chicken
Mashed Potatoes
Wild Rice
Simmered Broccoli
Corn on the Cob
Dinner Rolls
Applesauce
Chicken Gravy
Chevy Nut bars
Yellow Cake Layer
W/Butter Cream Frosting
Assorted Fruit Pies

Saturday

Dinner
Herbed Rock Cornish Hen
Grilled Strip Loin Steak
Rice Pilaf

Baked Fresh Fish
Steamed Rice
Simmered Corn
Simmered Brussels Sprouts
Cream Gravy
Apple Crisp
Chocolate Chip Cookies
Assorted Fruit Pies

Tuesday

Lunch
Beef Sukiyaki
Pork Chop Suey
Egg Foo Young
Chinese Fried Egg Rolls
Steamed Rice
Chicken Fried Rice

Vegetable, Stir Fry
Simmered Broccoli
Show Mein Noodles
Sweet and Sour Sauce
Assorted Fruit Pies
Chocolate Pudding

Dinner

Creole Macaroni
Honey Ginger Chicken
Breasts
Mashed Potatoes
Noodles Jefferson
Simmered Green Beans
Cauliflower Au Gratin
Chicken Gravy
Assorted Fruit Pies
Chocolate Pudding



Lance Cpl. Roger L. Nelson

MARINE CORPS COMMUNITY

WWW.MCCSHAWAII.COM

Kahuna's Sports Bar & Grill

254-7660/7661

Live entertainment.

Tonight the featured band is Ghost, performing at 10 p.m.

Texas Hold 'em played Saturday at 6 p.m. Free T-shirts will be given out to all players — limit is 50. There is a \$5 charge for E1s to E5s. Also, Kahuna's is looking for dealers, too!

Mardi Gras party is scheduled for Fat Tuesday from 6 p.m. to midnight for E1s through E5s only. Included is Cajun Creole food and live entertainment by the Mississippi Full Steppers from 8 to 11 p.m.

For those who really want to recreate the Bourbon Street atmosphere, a costume contest will be held. There will be prizes for the winners and plenty of praise simply for stepping out in the garb of this visually charged celebration. Call Kahuna's for more details.

Staff NCO Club

254-5481

Friday Night on the Rocks.

Mardi Gras is the highlight of this weekend. Staff NCOs looking to showcase their club's offerings or simply interested in having a good excuse and comfortable venue into which they can invite friends who live off base.

On the last Friday of every month, the club hosts Friday Night on the Rocks."Featuring pupus at 4:30 p.m., DJ or live music at 6:30 p.m., and a wide assortment of beverages throughout the evening. Guests simply need to present their guest card, given to them by the club member, at the gate and at the club.

Club members can get their guest cards through club's unit reps or at the club's Rucker Room. Cards can be presented to any individuals you would like to meet at the club, provided the invitee is 21 or older.

This Friday's theme for the event is Mardi Gras. There will be po-boys, hurricanes and beads, beads, beads!

First Thursday

Mongolian Barbecue takes place Thursday. The same ingredients and pricing are still in effect, with members of the club receiving a significant discount. Reservations are still recommended. Mongo runs from 5:30 to 8:30 p.m.

Officers' Club

254-7650/7649

Right — Hand Man

Night is celebrated once a quarter and falls on Thursday. It will take place at the club from 4:30 to 6:30 p.m. Complimentary pupus and beverages will be available.

All Hands

Key Volunteer

Training will be held Saturday and includes the Basic and Coordinator training in one session. Learn how to assist unit families and as a personal communication link between the commanding officer and the families. Childcare is available. This training, taking place in Building 3022, is required for spouses assigned to unit Key Volunteer Networks. For more information, call 257-2410 or 257-7777.

Black History Month

Celebration at the Library is a special monthly Storytime event that will be held Saturday beginning at 1 p.m. and will feature one hour of stories, cultural lessons, activities and treats. An adult must accompany children at all times. For

more information call the Library at 254-7624.

Transition Assistance

Program is for service members separating from the military within the next six months. They are required to attend this briefing, and spouses are highly encouraged to attend. The sessions will take place Monday through Thursday at Building 279 from 8 a.m. to 4:30 p.m. each day. For more information, call 257-7790.

ACT Testing will be taking place March 1 at The Joint Education Center at 7:30 a.m. This test is one of the most widely used and accepted college entrance acceptance examinations. For more information, call the JEC at 257-2158.

Celebrate Women's

History at the Library by visiting the exhibit titled "Black Women: Achievements Against the Odds" from March 1 through 15, presented by the Hawaii Council of the Humanities and featuring a second display of Notable American Women through March. The displays focus on the lives and achievements of women, both past and present. For more information, call 254-7624.

New Arrivals

Orientation is offered March 2. Presenters from various base organizations will provide a general

overview of the services available to military members and their family from 7:30 to 11:30 a.m. For more information, call 257-7790.

MASP Registration is being held now through March 13 for the Military Academic Skills Program. MASP is a Joint Education Center program that offers a course of study that can help improve Armed Forces Classification Test scores. This program is offered to all military service members and civilians on a space-available basis. Through successful program completion and testing, Marines and Sailors may qualify for specialized schools and military occupational specialties. Two pretests are required. For more details, call 257-2158.

Heroes Special promotion has been extended through February for the Polynesian Cultural Center. Tickets are available at the ITT office at Mokapu Mall or Camp Smith to take advantage of this popular promotion, which has now been extended, again, through May. With the purchase of one Polynesian Cultural Center ticket, active duty military personnel may visit for free on a ticket of equal or lesser value. This includes all packages up through the Luau level.

Military career dedicated toward ensuring equality

Gunnery Sgt. Claudia M. LaMantia

Public Affairs Chief

On a Friday night in 1972, while on leave from a tour in Vietnam, a car crash took his life. He left a wife and four children. Milton, the middle son, had always wanted to be like his father and with his death began the 7-year-old's dream of following that legacy by someday becoming a Marine.

Six tours and three decades later Master Sgt. Milton D. White, equal opportunity advisor, here, has stayed the course.

Approximately 22 years ago, his plans were to enlist and get married, but another tragic event would alter his life.

his roommate, and the two formed a friendship that has followed them through the years, according to White. Hernandez now a sergeant with the Riverside County Sheriff's Department, Calif., and the two keep in contact several times a month.

White's career began at Marine Corps Air Station, El Toro, Calif., and then followed a trek of tours that took him to the East Coast, Japan, and the West Coast where worked as an F/A-18 Hornet aircraft ordnance technician.

Throughout the last 22 years he has experienced changes with uniforms, training ideas, and weapons. However, the most marked change was the evolution of sexual harassment awareness in the Marine Corps, according to White.

"I've always worked with females," said White. For years, sexual harassment was pretty much rampant. People didn't know what it meant, and that sort of behavior was deemed normal, he said.

Noticeable changes happened in the early 90s after an event at a naval aviators convention called Tailhook. A young female Navy officer was forced through a hallway lined with her male counterparts who grabbed, pushed and groped her as she protested. Her concerns were taken up the chain of command and were heavily covered by the media.

Heavy emphasis on sexual harassment training followed throughout the armed forces. "We went through some in-depth training," said White. "For the longest time we were careful not to put yourself alone with any female. It hampered a great number of leaders because we were worried about getting in trouble."

But with time, the way women in the Marine Corps were treated definitely changed for the better, added White.

Lifestyles and habits at the work place were transformed, but understanding what happened and the impact it had on leadership would not come into full focus until 2000 when he became an equal opportunity representative, he said.

With his proactive style, White established and defined a memorandum of agreement with all the units aboard the base. This alongside his interaction with the equal opportunity representatives created a welcoming environment.

He is approachable, very smooth and always available to help, said Gunnery Sgt. John Hamilton, administration chief, G-1 and San Diego native.

With his tour in Hawaii almost done, the father of four is getting ready to transfer again.

White, his wife Michelle and their 7-year-old son Damiyen are scheduled to travel this summer to the Defense Equal Opportunity Management Institute in Florida where White will serve as an instructor at the Equal Opportunity Advisors Course.

His first born, Milton, is now 21 and serving in the Air Force as a telephone repair technician. His two daughters Alycia, 14, and Therysa, 13, live with their mother but keep in close contact with their dad.



Lance Cpl. Roger L. Nelson

Master Sgt. Milton White, base equal opportunity advisor, is presented an award for his volunteer efforts, by Alexis Kane, principal, Pu'ohala Elementary School. For their efforts with the Adopt-A-School program, the school recognized White and 1st Sgtd. John T. Waddell, company 1st, Headquarters Battalion, Wednesday.

Sailor upholds family tradition

Lance Cpl. Roger L. Nelson

Combat Correspondent

When people have a long history of naval tradition in their family, they sometimes feel the need to keep the tradition alive, and one Navy hospital corpsman assigned to Waterfront Operations has done just that.

"My grandfather and father were both in the Navy," said Petty Officer 2nd Class Cheryl A. Sanchez. "My father was in for 21 years and retired as a senior chief. My sister then joined when I was still in high school and loved it."

According to Sanchez, her sister's high enthusiasm of the Navy was a big influence on her decision to join.

"At the time I decided to join, I was going to school, working and running track and my sister made it out to be really good," Sanchez said. "So I graduated high school and spent eight months in the Delayed Entry Program and then left for basic training in Great Lakes, Illinois."

After basic training, Sanchez was sent to Navy Hospital Corpsman School for 14 weeks and then to Texas for Emergency Medical Technician School for two months.

"I was then stationed in Iwakuni, Japan, and then was sent to Georgia," said the Falcon High School graduate.

After her tour in Georgia, Sanchez received orders here and has been here since June 2003. Sanchez said some of the duties that her job entails include doing a lot of administrative work and helping people who are distressed in the bay.

Dealing with such varied responsibilities doesn't seem to daunt the Colorado Springs, Colo. native. She said she has become used to changes within her life.

"I love moving around and am very used to it, so now it's hard for me to be in one place for a long time," said Sanchez. "Growing up, it was really just my sister, mom and I, because my father was always away."

In January Sanchez was accepted to the Advanced X-Ray School in San Diego. She said this is one of the best things that happened to her while she has been in the Navy.

"I really like it in Hawaii, but it's time to move, and this new job offer is perfect. After I graduate the school, I will be able to take X-rays and do MRIs. It will open a lot of opportunities for me in the future and is a good paying job as a civilian as well," Sanchez said. "I enjoy working with the people here, and it has been a good duty station. My husband is also a corpsman in



Lance Cpl. Roger L. Nelson

Petty Officer. 2nd Class Cheryl A. Sanchez is a Navy Hospital Corpsman assigned to Waterfront Operations.

the Navy, so it works out well and is good working with him. It makes things a lot easier."

Sanchez's fellow Sailors said they also enjoy working with her.

Petty Officer 3rd Class Shandon E. Torres, a fellow hospital corpsman assigned to Waterfront Operations, described Sanchez as a helpful and hard working.

"She's a very energetic self-starter," said Torres. "I would say she's a good role model for all junior Sailors to follow and strive to be like."

Sanchez said she is unsure what she'll do after the Navy, but plans to retire after 20 years.

"It's weird, I originally joined thinking of the money for college, but then just decided to stay in for a while," said the self-proclaimed motivator. "Now I've already finished two enlistments, and just extended my enlistment in January in order to attend the X-ray school. So I figure once I get out of the school and everything, I'll have 13 years in the Navy, so I might as well stick it out."

Ensign Marc Tinaz, officer-in-charge, Waterfront Operations, said he believes Sanchez will do well in school and for the rest of her time in the military.

Sanchez said, "I'm really unsure what life after the military will be like, but I know for sure I will continue to work and spend time with my two-year-old, daughter."

Marines teach jazz

Lance Cpl. Edward C. deBree

Combat Correspondent

Marine Forces Pacific Band members played music and helped band students at their Adopt-A-School James B. Castle High School, Feb. 15, as part of the base Adopt-A-School Program.

The small jazz ensemble played jazz classics for the students and then played songs such as "I Wanna Be Like You," by Big Dad Voodoo Daddy and the theme song to "Family Guy."

"This was a great experience for the students," said Castle High School band director Arnold Alconcel. "We're so far away from the bigger towns with musicians so it's harder to go out and see them perform, so to have professionals come here and play for us is just a really great experience."

After performing for the students, the Marines performed with the students and gave them advice on how to play their instruments.

"This whole thing was worthwhile for us," said Staff Sgt. Kenneth Douglas, small ensemble leader, MarForPac Band. "What makes it a good experience for us is when they're appreciative. When they soak in what we are teaching them—that's when it's worthwhile. Douglas said, when

the people you're helping out are appreciative of you being there, it makes you want to better yourself to help them even more.

The 35-year-old Wichita, Texas native added that the band chose to play jazz for the students because when he was in a high school band, he was exposed to marching and classical music.

"As musicians, they're way ahead of where I was," said Douglas. "I didn't find out about jazz music until I went to my (military occupational specialty) school. I think it was a good idea to have someone with experience come in and play for them. That would be the equivalent of someone famous coming in and teaching us a few things and play with us."

Alconcel seemed to agree when he said the kids don't have a chance to go out and see professionals play, let alone having someone sit down and play with them.

"I'm very grateful for the Marine Corps Band coming over here," he said. "I hope they come back again and do something like this. It was great for the students to get advice from someone with more experience. It would be really gracious of them if they did come back because the students seemed to really appreciate them coming over."



Cpl. Rich Mattingly

U.S. Marine Corps Naval Junior Reserve Officer Training Corps Cadet Ryan Nuss, son of Hawaii-based Gunnery Sgt. Brian Nuss, leads his team through the challenge of the Leadership Reaction Course aboard K-Bay, July 27. Nuss is a sophomore at Kalaheo High School.

MOVIE TIME

Prices: For Friday and Saturday shows at 7:15, prices are \$3 for adults, 12 and older; \$1.50 for children 6 to 11. Matinee prices are \$2 for adults, \$1 for children. Parents must purchase tickets for R-rated movies in person at the box office for children 16-years-old and younger. Prices for Sunday, Wednesday shows at 6:30 and Friday and Saturday shows at 9:45 are \$2 for adults and \$1.50 for children. Show your ID card when purchasing tickets. Entry is free for children 5 and younger.

Sneak Preview Policy: One hour and 45 minutes prior to the movie, tickets will be issued to first priority patrons waiting in line, then second and third priority patrons.

In an effort to prevent piracy, the following security measures will be enforced on base for sneak preview screenings: bag checks, confiscation of cameras or cell phones with picture taking capability (items will be returned after screening), magnetometer wandling, audience scanning w/night vision goggles during screening.

The Base Theater and film companies thank you in advance for your cooperation and hope you will enjoy the show. For recorded information, call the Base Theater at 254-7642.

The Family Stone (PG-13)
The Producers (PG-13)
Fun with Dick and Jane (PG-13)
Memoirs of a Geisha (PG-13)
Hoodwinked (PG)
Rumor Has It (PG-13)
The Producers (PG-13)
Rumor Has It (PG-13)
The Ringer (PG-13)

Today at 7:15 p.m.
Today at 9:45 p.m.
Saturday at 7:15 p.m.
Saturday at 9:45 p.m.
Sunday at 2:00 p.m.
Sunday at 6:30 p.m.
Wednesday at 6:30 p.m.
Friday at 7:15 p.m.
Friday at 9:45 p.m.

MOVIE REVIEWS

The Hawaii Marine's movie reviews are the sole opinions of our writers. Hawaii Marine does not solicit endorsements or compensations from the film industry or any other parties.

Movie trailer more exciting than film

Lance Cpl. Roger L. Nelson
Combat Correspondent

What would one call a movie he was looking forward to seeing since seeing the first movie trailer, but then left the theater in disappointment as the credits rolled?

The movie starts off with a woman dreaming about marrying Napoleon Dynamite, but gets turned down due to her rotund figure and nasty attributes.

It then turns into some sort of musical with the woman dancing around the street trying to shake her stuff at men on the street, but disgusting them.

The scene changes to the obese girl, Julia Jones, played by Alyson Hannigan, at her family's restaurant where she works a miserable job as a waitress.

Her luck changes as she pours coffee for Grant Funkyerdoder, played by Adam Campbell, who seems attracted to her, despite her looks. She turns away for a split second and the mysterious guy is missing, which makes her think he ran because of her features.

The girl then decides to go see the infamous Hitch, played by Tony Cox, so he can change her from beast to beauty with the help of the "Pimp My Ride" TV show crew.

Once the new and improved Julia decides to go find her mystery man, she ends up winning him on a reality date show.

They fall in love within a matter of three days and soon become engaged, but not before meeting the parents.

The two kooky families meet and with a few minor issues like their differing lifestyles, the wedding is still on, but for how long?

Grant tells Julia about his best man Andy, but neglects to tell her that she is his ex-fiancé and a super model, played by Sophie Monk. This ends up causing jealousy issues for the two – especially when Julia walks in as Andy is giving Grant "one last kiss."

The wedding is pretty much cancelled and Julia's father, Frank Jones, played by Eddie Griffin, talks Julia into marrying the restaurant handyman.

The rest of the movie can pretty much be figured out without seeing it – following the cliché of most movies.

The trailers for this movie made it out to be a lot funnier than it actually was, but it still was an OK movie.



With special appearances by the likes of Lil Jon and Michael Jackson. Some parts of the movie make for a few good laughs, but not nearly as many as imagined.

But it's possible that my expectations were set too high. Everyone should see it, but go in with an open mind and not expecting too much.

Movie lacks original humor and substance

Cpl. Michelle M. Dickson
Combat Correspondent

Attempting to again follow in the footsteps of all the classic parody flicks in the past, Jason Friedberg and Aaron Seltzer, both directors of the "Scary Movie" genre, bring audiences the comedy "Date Movie," which is filled with the same gross humor but with a

thinks she is utterly hopeless.

After getting a major physical tune up and turning into an attractive lady with the help of a vertically challenged man named Hitch, played by Tony Cox, Julia meets the love of her life, Grant Funkyerdoder, played by Adam Campbell, on a dating show and thinks her life will finally be complete.

There are complications along the way that tie together other movies, as well as make fun of celebrities such as Jennifer Lopez, Brittany Spears and Owen Wilson. The movie made me laugh quite a few times, but is missing something.

Partially because you know that there isn't too much original comedy written into it. How many times have we all seen someone make fun of certain parts of Jennifer Lopez's body?

But I have to say, it was an enjoyable movie all-in-all. You can't expect too much quality from a movie that will probably have a sequel that makes fun of itself with-in the year.

And although holding on to a rather vast amount of just plain stupidity, in the midst of it all, it included scenes that forced some form of out-loud laughter. Nothing side-splitting, but good enough to realize why you wanted to see it originally.

I would probably say that if one waited for this flick to come out on DVD, he or she would probably be more satisfied. But I would understand if one is interested enough from the previews to see such a comedy in theater. I'm not saying the money will be extremely well spent, but I doubt if anyone would be disappointed enough to actually want his or her money back.

few less laughs.

Poking fun at movies such as "Hitch," "Meet the Parents," "Wedding Crashers," and others, "Date Movie," tells the story of a lonely obese girl, Julia Jones played by Alyson Hannigan, who hopes to find a boyfriend but

NOW PLAYING

Date Movie

Famous Amos inspires local youths

Corinne Knutson
Lifestyles Editor

Most people know Wally Amos as "Famous" Amos, the founder and former owner of Famous Amos Cookies. But while his original company has since been gobbled up by the corporate giant, Kellogg's, Amos is going back to his cookie- baking roots right here in Kailua.

At 70, Amos has worn many hats in his lifetime, including one that looks like a large pink watermelon. But these days, he's using his name and his life-learned lessons to promote reading and education for children. He has hosted reading programs for the Public Broadcasting Station and local access television, Olelo, all while wearing his infamous Panama hat and brightly colored Aloha shirts.

Along with running their new Chip & Cookie store in Kailua, Amos and his wife Christine are currently working on their sixth children's book, an animated Chip & Cookie series and a cookie-dough deal with Costco.

An inspirational speaker and author of five self-help books, Amos took a single cookie store and built an enterprise.

Amos relocated to the islands 29 years ago. He explained that he fell in love with Hawaii while stationed on Hickam Air Force Base from 1954 to 1957. Although he was transferred to Travis Air Force Base in California and moved to New York in 1958, he and his wife Christine returned to Oahu 20 years later, in 1977.

Amos said, "It was like coming back home. I've always felt such a connection to the people and the islands here. And I've always wanted to do whatever I can to perpetuate the goodness the Aloha spirit."

After getting out of the service, Amos worked in the mailroom of the William Morris talent agency in New York. He was later promoted to become the agency's first African-American theatrical agent. Amos worked with famous singers, such as The Supremes, Marvin Gay and Simon and Garfunkel.

Seven years later, Amos relocated his family back to California. Tired of working for someone else, Amos started his own business as an agent to the star of Hollywood. This was a difficult time for Amos, but as he struggled to find his own big- name clients, he found that his homemade, bite-sized cookies made for great business cards.

Amos said, "I made cookies at home and shared them with friends. It kind of became a calling card. Before we would start talking about clients, I would take out a bag of chocolate chip cookies. It was a nice way for people to remember me in a positive way."

Cookies were a peripheral part of his business for another seven years. But eventually Amos decided he wanted to do something else. With support from friends in the entertainment business, Amos developed his pastime of cookie baking into a cookie store. In 1975, the first Famous Amos store opened on Sunset Boulevard.

The business was a success, primarily because of Amos's own promoting skills. "I was in show business for 14 years. I used what I learned as a promoter to help sell my cookies."

But success was bittersweet. Famous Amos grew too fast and problems with the business ensued. In 1989, Amos lost his entire company and the use of his name to promote any product.

But instead of crumbling, Amos picked up the pieces. In 1992,



Courtesy of Wally Amos

Wally Amos reads aloud to children at his Kailua Chip & Cookie store every Saturday at 2 p.m. Amos encourages parents to read to their children for at least 10 minutes everyday.

Amos created his second cookie company, aptly named Uncle Nonamé. But cookies without the Famous Amos name provide to be a tough sell.

Not easily dissuaded, Amos turned to muffins. In 1996, he launched a line of fat-free muffins. Sales began to pick up and received a major boost after Amos was asked to return as a spokesperson for Famous Amos cookies. In a settlement with former owner, Keebler, Amos was granted use of his name and Uncle Nonamé was changed to Uncle Wally's.

In addition to muffins, Amos also took his adversity to the press, authoring five books with titles like, "The Cookie Never Crumbles, Practical Recipes for Everyday Living," "Watermelon Magic, Seeds of Wisdom Slices of Life" and "Man with No Name, Turn Lemons into Lemonade."

Today the cookie saga continues. Amos and his wife are working on their third cookie business. They opened Chip & Cookie, located in Kailua Mall, in late August 2005. The store is much more than just another local eatery, it's a cookie store built around promoting children's literacy.

Amos said, "The thing that is most gratifying about the business is that the whole foundation was built on reading aloud to preschoolers. Local families are coming in and embracing this concept. They can sit down and have some cookies, look through our library and read with their children. He continued, "We encourage parents to read to their children for at least 10 minutes a day."

Amos became interested in promoting reading years ago. He said, "While at Famous Amos I discovered that millions of adults in our country can't read or write. Now, I've shifted my focus to children, because if we help children read, then we will eliminate illiteracy problems later on."

In 1979, Amos was the national spokesperson for literacy volunteers of America. Currently, Amos serves on boards for the Read to Me International Foundation, YMCA of Honolulu, and the National Center for Family Literacy and Communities in Schools, a Washington, D.C. based organization that helps young people stay in school.

Amos travels often for business, but when he's here, he makes it a point to read to local children. He reads aloud in the Kailua store every Saturday at 2 p.m.

The store has a cozy reading area with a variety of children's books. Books like, "The Giving Tree" by author Shel Silverstein and "A Beautiful Hawaiian Day," written by local musician Henry Kapono are stacked among books that Amos and his wife have authored together.

Amos's sixth children's book, "Be Positive, Be Positive," is slated for publishing later this year. Amos explained that Christine was the creative force behind the Chip & Cookie characters. "She created them in our own likeness," Amos said. "I'm Chip and she's Cookie."

For now, Amos plans to focus on his Kailua store. He said, "I want this first store to be a resounding success, then store two will come, store three, ect." But he doesn't want his success to be measured in income. Amos's primary goal is to donate money to reading foundations.

Currently, 10 percent of Amos's net profits go to into his Chip & Cookie Read Aloud Foundation. "The more success we have with the business. The more we can fund the foundation and the more work we can do to promote reading aloud, which absolutely is my real goal. But you have to be profitable to do these things."

The Kailua store has five different types of dough, including classic chocolate chip, butterscotch chip with pecans and oatmeal raisin. Amos explained that these are just like his original Famous Amos cookies, homemade and served hot in the store.

For Amos entrepreneurial success is all about positive thinking and perseverance. He said, "It's been a long journey. A lot of ups and downs, but that's what life is about."



Corinne Knutson

Madison Weddel, 12, and Matile Weddel, 15, read to their little sister Martina Weddel, 3, at the Chip & Cookie store in Kailua.

Fake credit report sites: cashing in on your personal information

By Federal Trade Commission

You may have seen Web sites or received unsolicited e-mail offering credit reports, sometimes for free. Be aware that some of these online operators may not actually provide credit reports, but may be using these sites as a way to capture your personal information. From there, they may sell your information to others who may use it commit fraud, including identity theft.

This is a variation on "phishing," also called "carding," a high-tech scam that uses spam or fraudulent Web sites to deceive consumers into disclosing their credit card numbers, bank account information, Social Security numbers, passwords, and other sensitive information.

The Federal Trade Commission, the nation's consumer-protection agency, urges all to take

precautions when visiting sites or responding to email that offer credit reports:

- For a copy of your credit report from the major credit bureaus, contact:
 - Equifax - www.equifax.com; 1-800-685-1111- Experian - www.experian.com; 1-888-EXPERIAN (397-3742)
 - TransUnion - www.transunion.com; 1-800-888-4213

The FTC works for the consumer to prevent fraudulent, deceptive and unfair business practices in the marketplace and to provide information to help consumers spot, stop, and avoid them. To file a complaint or to get free information on consumer issues, visit www.ftc.gov or call toll-free, 1-877-FTC-HELP (1-877-382-4357); TTY: 1-866-653-4261.

Cake decorator preps for competition

Corinne Knutson

Lifestyles Editor

Mary Kay Rogers starts her work days surrounded by cakes, food coloring, and five-gallon buckets of whipped cream. Rogers, a cake decorator at the Base Commissary began decorating cakes 20 years ago in a Pennsylvania bakery.

Since then she has worked at a wedding chapel in Okalahoma, a deli bakery in California and in her own home in North Carolina. "Where ever my husband goes, I go and decorate," she said.

A former self-employed cake decorator in Okalahoma and North Carolina, she explained that for her own business she would make cakes from scratch and create all of the decorations by hand. Instead of using a pre-made plastic Care Bear or princess, Rogers would create the figuring out of icing. "It took me about a year to build up my clientele but I was swamped with orders in Okalahoma."

This month, Rogers sent photos documenting many of those cakes to the International Dairy-Deli-Bakery Association in Madison, Wisconsin, for IDDBA's 11th Annual Cake Decorating Challenge.

According to Rogers, this is her first cake-decorating competition.

The challenge is open to supermarkets nation wide. Three contestants, whose cakes are chosen from photographs they submitted to the judges, will receive an all-expense-paid trip to Orlando, Fla., for the three-day competition.

"I saw the pictures of last year's winners online, and I think we have a pretty good chance," she admitted. Rogers

is awaiting word of this year's winner.

But for now, Rogers is content to work in her small workspace at the commissary. She said that while she has been a manger at Wal-Mart, she enjoys the creativity that she has as a decorator. "This is my passion. I love to draw, and we do a lot of free-hand work here," said Rogers.

Using an airbrush, food coloring and whipped cream icing Rogers can create a custom cake in approximately 15 to 20 minutes. During a typical, six hour work day, Rogers will often complete 18 to 20 cakes a day.

A large majority of commissary cakes are made for children 3 to 5. She said, "It makes my day when children come in to pick up their birthday cakes."

Styles range from a quarter sheet cake, to one of Rogers' famous shaped cakes. "Our most popular cakes are shaped to resemble a pair of slippers and a hula girl," Rogers said. "Tropical themes are very popular. I'll often put icing leis around a cake to add that tropical touch."

Rogers notes an increase in business since her arrival in October 2005. This year, on Valentine's Day Rogers' did \$700 more in sales, compared to last year. On a busy Saturday, Rogers will often have 25 cake orders.

However, Rogers would like to double that production. "I think we could do at least 50 cakes a day," she said. "When I was in Fort Sill Army Base in Okalahoma we would do 90 cakes a day, but we had three decorators."

Rogers has taken her love of art and found her own niche. Each sheet cake is her blank canvas. Roger said, "The girls here tell me I need to smile more, but when I'm decorating I'm serious."



Tony Blazejack

Mary Kay Rogers, a cake decorator who works for the Base Commissary, uses a five-gallon bucket of whipped cream frosting each work day. On busy Saturdays, Rogers often decorates 25 or more cakes. Custom cake designs take Rogers between 15 to 20 minutes to complete.



Tony Blazejack

Rogers created this cake in approximately 15 minutes. The cake's theme is the cartoon chicken little. It was decorated for 5-year-old Nicholas's birthday. Feb. 17.



Tony Blazejack

For fine details in vibrant colors, Rogers uses an airbrush tool filled with food coloring. This month, Rogers has entered a national cake decorating contest and is waiting to hear the results.



Tony Blazejack

Numerous bottles of food coloring line Rogers' shelves. She uses approximately 12 colors in the airbrush and 15 colors for icing. All icing colors are hand mixed by Rogers.